

TRAINING START DATE: 1 OF 7	Public Affairs NCO's AFSC 3N0X1 AF FORM 797					
TASKS, KNOWLEDGE AND TECHNICAL REFERENCES TRAINEES NAME: _____	DATES & TRAINEE'S INITIALS WHEN DEMONSTRATION/PERFORMANCE TRAINING IS ADMINISTERED Note: Date in Upper Block and Initial in Lower Block					COMPLETION DATE CERTIFIER INITIALS
<i>An asterisk (*) identifies mandatory critical task to all Public Affairs NCO's AFSC</i> <i>Non asterisk tasks will be trained as needed</i> 1. Advertising Plans						
a. *Understands and can explain the Local Ad Plan as it applies to the squadrons overall marketing program						
b. * Understands and can explain the Local Ad Plan process and how to make changes throughout the year						
C. * Demonstrates the ability to conduct analysis of the Local Ad Plan and determine the effectiveness of the plan						
2. Advertising						
a. * Understands and can explain the Air Force paid advertising program policies and procedures (Local and National)						
b. Demonstrates how to establish and maintain points of contact with commercial print media outlets that carry Air Force advertising						
c. *Understands what advertising is not authorized per AETCI 36-2002, Chap 8						
d. Understands the use of Squadron Marketing Funds						
e. Demonstrates fund phasing of Squadron Marketing Funds						
f. *Understands what media works best for the market they are targeting with advertising (i.e., which media and what size/type ad works best for NPS, HP, etc.)						

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3. Public Service Announcements						
a. Demonstrates how to use current public service announcement (PSA) products and news release Materials in an attempt to obtain support from the following:						
(1) * Radio Stations						
(2) * Television stations						
(3) * Cable television stations						
(4) * Print Media (newspapers, magazines, etc.)						
(a) * Demonstrates how to run a "New Marketing NCO" news release						
(5) * Outdoor advertising (Billboards, bus boards, etc.)						
a. Demonstrates how to meet with program directors, promotion directors, community/public Affairs directors for the following agencies:						
(1) * Radio						
(2) * Television						

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(3) * Cable television stations						
NOTE: One of the above must be a station which has not provided support in the past.						
c. Demonstrates interpretation of the Monitored PSA Activity for JRAP (or similar report) for Comparison to sister services for:						
(1) Total airplays of Air Force PSAs						
(2) Daypart share of Air Force PSAs						
d. * Demonstrates the ability to order radio and television PSA from HQ AFRS						
4. Center of Influence (COI) Program						
a. Demonstrates how to verify with squadron financial analyst that funds are available to Support requested events						
b. Demonstrates how to work with key personnel to fund phase COI funds by program						
c. Demonstrates a thorough knowledge of which forms are required and how to process, review, Maintain these forms (AETC Fm 1406, AETC Fm 1303, and SF 44, etc.)						
d. Demonstrates how to effectively manage the squadron COI program, to include keeping the Squadron commander informed, conducting the following:						

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(1) Proper maintenance of COI documentation						
(2) Conducts informational and trend analysis of the COI program to include follow up with flight Chiefs on lead status						
(3) Documents the monthly reconciliation of COI funds with the squadron financial analyst						
e. Demonstrates understanding of COI cost limitations						
5. Promotional Activities						
a. Understands the operation of the mini-jet						
(1) Demonstrates the safe operation of the mini-jet to include loading, unloading, assembly, Disassembly, and stowage						
(2) Demonstrates the safe towing of the mini-jet trailer						
(3) Demonstrates knowledge of maintenance procedures for the mini-jet and trailer						
(4) Understands appropriate uses of the mini-jet for recruiting promotional activities						
b. * Understands the use of Civilian Events for recruiting purposes (i.e. parades, air shows, sporting events, etc.)						

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(1) *Understands the use of resources such as the Thunderbirds, ACC Aerial Demonstration team, etc.						
(2) * Demonstrates knowledge of requesting resources such as the Thunderbirds, ACC Aerial Demonstration teams, etc.						
(3) Demonstrates maintaining liaison with AF bands to include scheduling and use of Air Force Fm 3030						
c. Demonstrates knowledge of the National Convention Program, its purpose, and how the local squadron supports the program						
d. Demonstrates knowledge of the tour program						
(1) Recruiting Service-sponsored tours						
(2) Local tours						
e. * Understands the role of the marketing flight in the AFMC Science and Engineering Program						
6. Civilian Awards Program						
a. * Understands the program as it applies to squadron marketing for these awards:						

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(1) * American Spirit Award						
(2) * Recruiting Service Commander's Award						
(3) * Public Service Award						
(4) * Air Force Recruiting Salutes Award						
(5) * Recruiting Service Honorary Recruiter Certificate and Certificate of Appreciation						
(6) * Certificate of Recognition and the Mathematics and Science Certificate						
7. Direct Mail Program						
a. Understands the Direct Mail Program						
(1) National Direct Mail and how the program works						
(2) Recruiter Generated Mail, how it works, and how to conduct analysis of the program						
8. Collateral Materials						

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a. Understands the distribution system (Recruiter Account Numbers, RAN) and can demonstrate						
how to order materials						
b. Understands open stock projects						
c. Can explain the formula share percentage that is used for breaking out materials from HRS						
d. Can demonstrate the formula share percentage used by the squadron for breaking out materials for the flights						
e. Can explain the use of Sales Promotional Items (SPIs) and how to order them (HRS and locally Procured items)						
9. Training						
a. * Demonstrates the ability to conduct field training with newly assigned recruiters to include Meeting with media, conducting COIs, zone posting, etc.						
b. * Demonstrates the ability to explain programs to newly assigned recruiters such as Direct Mail, Promotional activities, etc.						
10. Leads						
a. Can explain the leads process from AFOC to the recruiter						
b. * Demonstrates understanding of and can explain to recruiters the advertising codes used on Delivered to the recruiter						
c. * Can conduct an analysis of leads received by a recruiter based on lead source						

